GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA

UNSTARRED QUESTION NO:1216
ANSWERED ON:30.11.2005
BREAST RELATED DISEASES
Jogi Shri Ajit

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

(a) whether any awareness programme for promotion of breast feeding is on to check the rising cases of breast related diseases ;

(b) if so, the details thereof ;and

(c) whether the Government has any proposal to discourage baby foods; and

(d) if so, the details thereof ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND FAMILY WELFARE (SMT. PANABAKA LAKSHMI)

(a)&(b) Under the RCH programme, early initiation and exclusive Breast feeding is being promoted as an important strategy for improving the health of the newborn child & infants. Studies have shown that the breastfeeding also benefits women. Women who breastfed their children have much less chance of getting breast cancer.Government of India has adopted a multimedia strategy to promote awareness of benefits of breastfeeding in the country. The strategy incorporates audio visual, print and interpersonal tools.The Department of Health & Family Welfare regularly telecasts/broadcasts the video and Audio spots through National Channel of Doordarshan, Private Satellite Channels and All India Radio to spread the message of Breastfeeding. Print material like posters, leaflets on breastfeeding have been printed and released to States for distribution to the public. The subject is also covered in the quarterly newsletter NRHM news and `Hamara Ghar` and the Department Calendar. The services of Directorate of Field Publicity and Song & Drama Division of Ministry of Information &Broadcasting are also being utilized to spread the message through interpersonal communication by organizing cultural shows, exhibitions, film shows, etc.

(c) &(d)The Government of India have enacted Infant Milk Substitutes, Feeding Bottles and Infant Foods (Regulation of Production, Supply and Distribution) Act, 1992 and further amended it in 2003. The objective of this act is to protect breastfeeding from the effects of commercial promotion of breast milk substitutes and thereby prevent malnutrition and deaths in infants and young children.